

# **SUPER NORMAL: SENSATIONS OF THE ORDINARY BY NAOTO FUKASAWA, JASPER MORRISON**

## **Super Normal** Sensations of the Ordinary

Naoto Fukasawa & Jasper Morrison

Lars Müller Publishers



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## About the Author

Jasper Morrison was born in 1959. He studied at the Kingston Polytechnic Design School and the Royal College of Art in London, and since 1986 has run his Office for Design in London, with a branch in Paris. He has worked for, among others, Alessi, Canon, Rosenthal, Rowenta, Sony, Vitra International, Samsung Electronics, Muji, and Olivetti.

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"The designers Jasper Morrison and Naoto Fukasawa have compiled 204 everyday objects in search of ""super normal design"": alongside examples of anonymous design like the Swiss Rex vegetable peeler or a simple plastic bag, there are design classics like Marcel Breuer's tubular steel side table, Dieter Ram's 606 shelving system, or Joe Colombo's Optic alarm clock of 1970. With products by Newson, Grcic, the Azumis, and the Bouroullec brothers, it also represents the generation to which Morrison and Fukasawa belong. The phenomenon of the super normal is located, as it were, beyond space and time; the past and present of product design both point to a future that has long since begun. The super normal is already lying exposed before us; it exists in the here and now; it is real and available: we need only open our eyes; Fukasawa and Morrison make it visible for us.

"

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## Most helpful customer reviews

7 of 8 people found the following review helpful.

Best show at Salone del Mobile 2007 in Milan

By Michel

This book is a gem. It is beautifully designed and the show was the most interesting in the whole Salone in 2007.

It is a tribute to some of the objects that make our life better without screaming out loud. There are about 200 objects created by various well-known designers and not. The objects are mostly European and Japanese and were selected by Morrison and Fukasawa.

Highly recommended

Check out: [...]

8 of 11 people found the following review helpful.

Waste of \$25: Poor Photography, Non-Existent Reasoning and Lack of Explanations

By Darren T

This book is a useless visual walkthrough of the author's design gallery. Here are my reasons for the 1 star review.

1) The photos of each product were not taken specifically for this book, so in some cases, you don't see any detail of the product they are talking about! It seems as though the photos were taken at their exhibit, and reused for the book. Many of the photos are of multiple products grouped together (as they were in their gallery/exhibition), and are out of focus. How are we supposed to learn from the product design if we can't actually see the product?

2) The products that they deem "super normal" have seemingly zero reasoning or research behind them. With explanations like: "A table, looking like what anyone might draw - four legs, one at each corner, straight and square and nothing unexpected except the thinness of the top, which defies our expectations of what would be strong enough to do the job. So the table becomes a live presence in a way that other tables do not. A high performance super-table." I have no idea why it is super normal.

What other tables were considered? How does this table specifically improve on other past tables? There is absolutely no reasoning here. With descriptions like that - one cannot learn anything about the "super normal" philosophy.

I cannot believe that the authors, who believe in quality, fine detail, and utility would publish this. It is one of the most useless books i've ever read due to its lack of quality photography, reasoning and explanation.

While the topic / design theory may sound interesting, you're better off reading about the topic online than paying 25 dollars for this book.

1 of 1 people found the following review helpful.

As expected, just like the subject of a book, is a great thing.

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